

**HAYWARD  
CHAMBER of  
COMMERCE**

Dec. 7, 2012

Members of the Hayward Planning Commission  
Hayward, California, 94541

Dear Commissioners,

The Hayward Chamber of Commerce is in support of the city staff recommendation to remove the prohibition against restaurants offering alcoholic beverages for a reduced price promotion during what we call "happy hour." The prohibition has meant Hayward restaurants are at a competitive disadvantage compared to our neighbor communities. The prohibition reduces restaurant income and city sales tax and affects jobs because restaurants don't need staff to handle the after-work crowd that goes to communities that have price promotions.

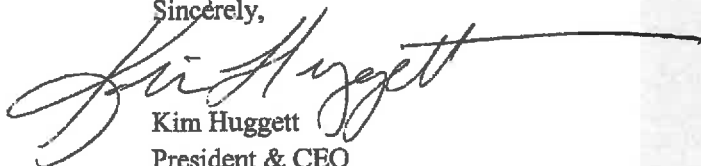
On Dec. 4, City Council members heard from a Hayward restaurant manager who hired 12 additional employees during a trial period begun last June permitting happy hour promotions. Council members also heard from Police Chief Diane Urban that there has been no increase in alcohol-related arrests during the trial. Our restaurant owners and managers know how to protect their investment and train employees to responsibly serve alcoholic beverages.

Hayward restaurants need the same tools other cities offer theirs. More than 30 are members of the chamber of commerce and owners and general managers asked that I tell you that happy hour customers are a mature group who drink no more than at any other time. However, these customers appreciate the gesture of a more affordable price. And happy hour helps business during the slowest times of the week.

And while you're at it, if we want Hayward to be seen as a center of art and culture let's let our full-service restaurants offer live music. The trial period for happy hour, extended by the council another six months, includes allowing live music. One Hayward restaurant has tripled its revenue by adding live jazz during happy hours. I think we've now established that letting our Italian restaurants have violinists or our Mexican restaurants have mariachis does not lead to riots or binge drinking.

Please help us send a message that Hayward is a city that offers marvelous dining experiences in its restaurants that combine the arts with its cuisine and sensible beverage promotions.

Sincerely,



Kim Huggett  
President & CEO